



Customer story

Lire en français

How Persistent supported Sommet de l'Élevage to automate their email campaigns with Salesforce

One of Persistent's strengths is to have understood our needs exactly and put in place the technologies that meet those specific needs. The whole team was very attentive and responsive, it's a pleasure to work with competent professionals who are also smiley and caring!



Victor Berthon

Business Development Manager, Sommet de l'Élevage

Key numbers:

1992: Sommet de l'Élevage was established

Europe's most prestigious livestock breeders' event

Over **1500** exhibitors

76 000 m² of exhibition space

2000 animals in competition or on display

Over **90 000** visitors, including 5 000 international visitors

The client

Sommet de l'Élevage is France's leading professional agricultural show. Since 1992, this prestigious annual event has taken place every autumn in the city of Clermont-Ferrand, in the heart of the mountainous Auvergne-Rhône-Alpes region.

In contrast to popular agricultural shows open to the general public, Sommet de l'Élevage is a B2B event aimed at sector professionals from all over the world. Livestock breeders and farmers attend to enter their animals in competition, showcase their produce, and meet with global manufacturers of agricultural machinery and suppliers of livestock equipment.

Learn more about Sommet de l'Élevage :

<https://www.sommet-elevage.fr/en/home-en>

Key facts



Duration

4
months



Integrations

Klipso



Products

Pardot, Marketing
Cloud, Social Studio



www.sommet-elevage.fr/en/home-en

Thanks to scoring and lookalike audiences, we succeeded in generating qualified leads in Pardot. The deliverability is clearly a great improvement on the previous tool, as evidenced by the positive impact on the opening rates of our campaigns.

Victor Berthon
Business Development Manager, Sommet de l'Élevage

The challenge

Sommet de l'Élevage has always aimed to welcome participants from all over the world, and offer them the widest possible variety of animals, produce and equipment. Historically, ten months of intensive marketing starting in January was needed to achieve these goals.

However, as the event's international profile grew, it became essential to digitize the recruitment of 1,500 local and global exhibitors.

Furthermore, as highlighted by the pandemic-enforced postponement of 2020's event, Sommet de l'Élevage needed to streamline its systems for creating and sustaining links with its worldwide networks of breeders and farmers.

In October 2020, the organizers approached Salesforce to provide the tools to develop a multilingual digital strategy for generating leads. On Salesforce's recommendation, Sommet de l'Élevage entrusted this project to Persistent, a Salesforce partner since 2003.

The solution

Persistent and Sommet de l'Élevage's collaboration happened in 3 phases:

1. **Automation** – using Pardot and Social Studio

- \ Pardot for marketing campaigns
- \ Social Studio for creating and publishing social media posts.

2. **Integration** - using Sommet de l'Élevage's existing Klipso event management software. To capitalize on the existing database and avoid re-entering or duplicating data, Persistent configured Pardot to replace Klipso for sending email campaigns.

3. **Segmentation** - Persistent supported Sommet de l'Élevage to create different email engagement paths reflecting the maturity of the relationship with each campaign recipient, i.e. cold calls, hot prospects, and current customers. These targeted emails enable Sommet de l'Élevage to pitch appropriately to potential participants while enhancing relationships with established contacts.

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The result

Today, in addition to running physical prospecting campaigns, Sommet de l'Élevage also relies on targeted email campaigns to increase lead generation and conversion. Hence, they've optimised their opportunities to attract new exhibitors and participants while maintaining long standing client relationships.

Key features of the new leads generation solution include:

- ✓ **Automated sending (via Pardot) of email sequences** tailored to different scenarios and levels of customer maturity in five languages: French, English, Spanish, Italian and German
- ✓ **Automated follow-up email sequences** tailored to reflect recipients' reactions to initial contact
- ✓ **Significantly improved deliverability** – more reliable than the previous system
- ✓ **Centralized customer contacts** accessible to all team members from a single database
- ✓ **Effortless social media planning and scheduling via Social Studio** now automated across all the social networks used by Sommet de l'Élevage.

The next steps

To continue to optimize their Pardot solution's capabilities, Sommet de l'Élevage now benefits from Persistent's "Marketing as a Service" support. This ongoing support provides updates on Salesforce best practices, feedback from Persistent specialists in marketing automation and help to implement updates and refinements directly with Sommet de l'Élevage.

We are very satisfied with our relationship with Persistent, one of our trusted partners since 2003. As a Salesforce Summit partner, Persistent works alongside us to contribute to our customers' success.



Leon Mangan
Salesforce senior Alliances and Channels VP
EMEA & LATAM

Skills & Certifications

Management of complex multi-cloud projects. More than 600 certifications (Feb. 2022), including: FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku and Mulesoft.

About Persistent

With 19,000+ employees around the world, Persistent Systems is a global solutions leader delivering digital business acceleration, enterprise modernization, and next-generation product engineering.

India

Persistent Systems Limited
Bhageerath, 402,
Senapati Bapat Road
Pune 411016.
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

France

Persistent Systems France S.A.S.
1 rue Berlioz
38600 Fontaine, Grenoble
Tel: +33 4 76 53 35 87
Fax: +33 6 16 99 35 56
Email: contact-france@persistent.com



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